

Your Name (Personal Branding Guide)

# Your Name

## Branding and Communications Guide

### I. Adjectives

*[What adjectives describe your personal brand (i.e. you, your skills / expertise, your motivations, your achievements? Choose 3-5.]*

Adjective 1 · Adjective 2 · Adjective 3 · etc.

### II. Core Messages

*[What core messages do you want to maintain as a consistent theme across your website / brand?]*

- Core message 1
- Core message 2
- etc.

### III. Target Audience

*[What audience(s) do you want your website to serve / reach?]*

- Audience A
- Audience B
- etc.

### IV. Visual Style

#### i. Typography

*[Explore [Google Fonts](#); you may also import additional Google Fonts for use in Google Docs by clicking on **More Fonts** from the font dropdown menu]*

**Headings:** font family name (+ link to Google Fonts page)

**Plain Text:** font family name (+ link to Google Fonts page)

## **ii. Color Palette**

### **Palette Inspiration**

*[Gather any images or media that you might use as inspiration for your color palette]*

### **Palette**

*[Feel free to use [this template](#) to create a similar palette]*



### **Sass Variables**

*[Create your Sass variables in this format so that you can quickly / easily copy them into your stylesheet during class]*

```
$color1: #XXXXXX;  
$color2: #YYYYYY;  
...(etc)
```

## **iii. Image Assets**

### **Headshot**

*[Add your headshot here]*

### **Header images**

*[Add any header images here ]*

### **Content images**

*[Add any additional images you may want to embed in your website here]*

## **Logo & Favicon**

*[OPTIONAL: Add your personal logo and / or favicon here]*

## **V. Potential Blog Post Ideas / Resources**

*[OPTIONAL: What topics might you blog about, or what resources might you want to create (can be broad or specific)? Consider how these fit within your brand and serve your audience(s).]*

- Idea 1
- Idea 2
- etc.